

Recall -- Firm Press Release

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Vita Food Products Issues Voluntary Recall of ELF Herring Fillets in Wine Sauce Containing Undeclared Milk

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FOR IMMEDIATE RELEASE - March 28, 2014 - Vita Food Products, Inc. of Chicago, Illinois is notifying the public that it is recalling 2,280 individual plastic jars of 12 ounce Elf Herring Fillets in Wine Sauce that actually contains herring fillets in sour cream and therefore contains undeclared milk. People who have an allergy or severe sensitivity to milk run the risk of serious or life-threatening allergic reaction if they consume this product. There have been no illnesses reported to date in connection with this product. The product was sent to retailers in Illinois, Michigan, Minnesota and Wisconsin beginning on December 26, 2013.

The single lot of ELF Herring Fillets in Wine Sauce that is the subject of this public announcement and recall should have been labeled as another ELF-branded product, Herring Fillets in Real Sour Cream. As a result, the ingredients in the recalled Herring Fillets in Wine Sauce product are not accurately stated and it contains an undeclared milk allergen. Products from this lot can be identified by the best if used before date of **21 May 14** and lot number **03553**, which can be found on the backside of the jar at the bottom of the label. The front of the label says "Elf Herring Fillets in Wine Sauce." Mislabelled products that are subject to recall will be obvious to consumers because the recalled product's white sour cream sauce can be seen through the clear plastic jar. Properly labeled Elf Herring Fillets in Wine Sauce product has a clear sauce and is not subject to this recall.

Any consumer who purchased a product with the best if used before date and lot number above may request a refund by mailing the product label or a copy of the receipt to Vita Food Products, Inc., Attn: Customer Service, 2222 West Lake Street. Chicago, Illinois 60612. Consumers may also call the company at (800) 989-VITA Monday through Friday, 8:00 am – 5:00 pm (Central) with questions. If you are experiencing any unusual or severe symptoms such as those described above, go to an emergency room immediately or contact your physician for immediate advice.

This recall is being conducted with the knowledge of the U.S. Food and Drug Administration.